PROJECT BRIEF

Client:		Deadline:	
Project Name:		Author:	

THE ASK
What is the objective of the project? Here you need to define the problem: the need statement that you have chosen to address, the target audience (who the apps users will be) And describe your solution: what your mobile app will be and how it meets the need statement
What are the deliverables? Here you need to define your minimum viable product - exactly what it will include (you should include the number of screens and what would be on each screen). And describe your three additional features - exactly what they will be (and whether they will be embedded on existing screens or if they will add screens to the app). List them in order of priority.